

Press Release

KELLOGG'S HIRES NEW DIRECTOR OF UK SALES

Kellogg's has appointed a new UK senior sales director as it seeks to drive sales across its cereal and snacks portfolio.

Chris Silcock will report directly to Oli Morton, managing director for Kellogg's UK & Ireland, and will join the senior leadership team in the UK.

Silcock joins from Coca Cola European Partners where in his role as grocery channel director he helped the business add more retail value growth in 2017 than any other soft drinks manufacturer (+£80m retail sales) and he also led the development and implementation of a new pack and promotional strategy in response to the Government's soft drinks tax.

In a career spanning various FMCG categories and channels, Silcock has also held roles at Coca Cola Enterprises as a field sales director and worked for Asda Walmart for 13 years in a number of different roles, including as Impulse grocery category director.

Silcock has a BSc in Management Sciences from UMIST – now The University of Manchester.

He will be based at Kellogg's new HQ in MediaCity from Mid-September.

The appointment follows former senior sales director Oli Morton's appointment to managing director of the UK and Ireland business. Morton announced a complete overhaul of the company's cereals at the end of last year. This included reformulation of cereals aimed at children to reduce sugar while maintaining taste.

Oli Morton said, "Chris is a great leader and we are delighted to welcome him to our leadership team to run our commercial agenda with our trade partners across the UK. His experience at Coca Cola European Partners helping the company navigate the nutrition debate will also be extremely valuable to Kellogg's as we continue our health and wellbeing leadership journey."

Chris lives in Leeds with his wife and two children.

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For more information please contact the Kellogg's Press Office on 0161 869 5293 or email pressoffice@kellogg.com